

Younes ZIEITA

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R⁶ researchgate.net/profile/Younes-Zieita

🔗 <https://researcherid.com/rid/I-7777-2018>

✖ <https://x.com/youneszieita>



Degrees

- 01/06/2022 University Habilitation (Maitre de Conférences A) in Information & Communication Sciences. University of 8 May 1945, Guelma, Algeria
- 02/12/2020 PhD degree in Information and Communication Sciences. After defending a PhD thesis entitled: “CSR Communication of the Algerian Company: between the Voluntary Adoption and the External Stakeholders’ Influence”. University of Badji Mokhtar, Annaba, Algeria.
- July 2012 Magister degree (Masters) in Corporate Communication and Sustainable Development. University of Badji Mokhtar, Annaba, Algeria.
- 2007-2008 Bachelor’s degree in: Organizational Communication. University of Badji Mokhtar, Annaba, Algeria.
- 2003-2004 Baccalaureate in Humanities. The Djilali El-Yabes High School, Ben M’hidi, W. El-taref, Algeria.

Current employment

- Since October 2014 *Lecturer & Researcher* at the Department of Information and Communication Sciences and Librarianship, Faculty of Humanities and Social Sciences, University of 8 Mai 1945 of Guelma, Algeria.

Academic work experience

- From 01/03/2025 till 16/06/2025 **Remote part-time** job as *Foreign Academic Staff* at BA School of Business and Finance, in Riga, Latvia.
- From 01/10/2022 till 31/03/2023 **Remote part-time** job as *Foreign Academic Staff* at BA School of Business and Finance, in Riga, Latvia.

- Since 20/12/2020 Head of the branch of Information and Communication Sciences, at the Faculty of Humanities and Social Sciences, University of 8 Mai 1945 of Guelma, Algeria.
- From 04/09/2016 till 24/09/2017 Vice Head of Department of Information, Communication and Library Sciences at the University of 8 May 1945, Guelma, Algeria.

Teaching portfolio

Course / subject	Level	Academic year	Institution
Cross-cultural communication	4 th grade	2022/2023	BA School of Business and Finance, in Riga, Latvia
International marketing	3 rd grade	2022/2023 2024/2025	BA School of Business and Finance, in Riga, Latvia
Digital Marketing	PhD	2022/2023	University of 8 Mai 1945, of Guelma, Algeria
Communication Skills in PR	MA 1 st Year	2022/2023	University of 8 Mai 1945, of Guelma, Algeria
Anthropology of Communication	BA 2 nd year	2014/2015	University of 8 Mai 1945, of Guelma, Algeria
Organizational Communication	BA 3 rd year	Since 2017	University of 8 Mai 1945, of Guelma, Algeria
Communication Technics	BA 3 rd year	2016/2017	University of 8 Mai 1945, of Guelma, Algeria
Public Communication	BA 3 rd year	Since 2017	University of 8 Mai 1945, of Guelma, Algeria
Communication and Public Marketing	MA 1 st year	Since 2018	University of 8 Mai 1945, of Guelma, Algeria
Advertising Campaigns	MA 2 nd year	2016/2017	University of 8 Mai 1945, of Guelma, Algeria
Corporate Culture	PhD	2020/2021	University of 8 Mai 1945, of Guelma, Algeria

Research supervision

- Since 2014, I supervise every academic year at least 1 group of **BA** students
- Since 2014, I supervise every academic year at least 2 groups of **MA** students
- Currently, 02 PhD theses (Co-supervisor).
- Currently, 01 PhD thesis (Supervisor).

Key Publications

2025 – Book chapter [Digital Public Communication for Environmental Awareness: Innovative Strategies and Effective Practices.](#)

2025- Article “Cross-cultural Corporate Communication In The Digital Space: Evidence From Société Générale's Country-specific Websites”. International Journal of Social Communication, 12(1), 76-91. <https://asjp.cerist.dz/en/article/265621>.

2022 - Article “Exploring Web CSR Communication of the Algerian Banks”, Revue de l’Innovation et Marketing, 9(1), 742-757. <https://www.asjp.cerist.dz/en/article/179046>

2019 - Article “Analyzing Voluntary CSR Communication: A Qualitative Study On “Fertial NEWS”, International Journal of Applied Research in Management and Economics, 2(1), 31-44. <https://doi.org/10.33422/ijarme.v2i1.241>

2017 - Article “Understanding CSR Communication Contexts based on the Stakeholders’ Theory”, Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory and Rhetoric 15 (2), 37-51.

Key Scientific Conferences

- November 20-22, 2020 The 3rd International Conference on Applied Research in Management, Economics and Accounting. Paper entitled: “Management of Second-Hand products and their influence on buying behavior in the Covid-19 period -Eye on Tunisia”. Paris, France.
- October 25-26, 2019 The 12nd International Conference on Marketing: Marketing, from Information to Decision. Cluj-Napoca University, Romania.
- September 12-14, 2019 The 2nd International Conference on Research in Management and Economics. Paper entitled: “Analyzing Voluntary CSR Communication: A qualitative Study on ‘Fertial News’”. Rome, Italy.
- June 28, 2018 The 22th International Conference of Inventics: Archetypes of Romanian Creativity – Descending Signs in Agora. Paper entitled: “CSR Communication and Innovation”. University of Alexandru Ioan Cuza of Iasi, Romania.

Peer Review Activities

- 2025 **Official record for review 37bLldVc**. Performed for Social Responsibility Journal, ISSN: 1758-857X. Canonical URL: <https://publons.com/wos-op/review/author/37bLldVc/>
- 2025 **Official record for review HUUNzuXc**. Performed for Social Responsibility Journal, ISSN: 1758-857X. Canonical URL: <https://publons.com/wos-op/review/author/HUUNzuXc/>
- 2025 **Official record for review azTUKmDW**. Performed for Social Responsibility Journal, ISSN: 1758-857X. Canonical URL: <https://publons.com/wos-op/review/author/azTUKmDW/>
- 2024 **Official record for review U5DnrzsX**. Performed Business and Professional Communication Quarterly, ISSN: 2329-4922. Canonical URL: <https://publons.com/wos-op/review/author/U5DnrzsX/>
- 2024 **Official record for review 3jeGNZfe**. Performed for Social Responsibility Journal, ISSN: 1758-857X. Canonical URL: <https://publons.com/wos-op/review/author/3jeGNZfe/>

- 2024 **Official record for review FAdM42tT**. Performed for Social Responsibility Journal, ISSN: 1758-857X. Canonical URL: <https://publons.com/wos-op/review/author/FAdM42tT/>
- 2024 **Official record for review l8LqrZnV**. Performed for Social Responsibility Journal, ISSN: 1758-857X. Canonical URL: <https://publons.com/wos-op/review/author/l8LqrZnV/>
- 2024 **Official record for review OiZKY1Tq**. Performed for Social Responsibility Journal, ISSN: 1758-857X. Canonical URL: <https://publons.com/wos-op/review/author/OiZKY1Tq/>
- 2022 **Official record for review nYqoxVFI**. Performed for Social Responsibility Journal, ISSN: 1758-857X. Canonical URL: <https://publons.com/wos-op/review/author/nYqoxVFI/>
- Currently reviewer for the following journals:
 - ✓ 2021-Present Annales des Sciences Sociales et Humaines de l'Université de Guelma, EISSN: 2602-5361, <https://www.asjp.cerist.dz/en/PresentationRevue/96>
 - ✓ 2022-Present Journal of Aqlam, EISSN: 2830-9480, <https://www.asjp.cerist.dz/en/PresentationRevue/860>
 - ✓ 2022-Present Revue de Recherches et Etudes Scientifiques, EISSN: 2716-8255, <https://www.asjp.cerist.dz/en/PresentationRevue/450>

Research Stays & Scholarships

- 01/12/2024 - 09/12/2024 Research stay, École Supérieure du Commerce Extérieur ([ESCE](#)), Paris, France. Activities :
 - Lecture to Marketing MA students on “*The Impact of Internal Communication on Employee Advocacy*”.
 - Presentation and discussion of research project entitled: “*The Impact of Internal Communication on Employee Advocacy: a transnational study on Société Générale*”.
- 01/04/2019 - 31/01/2020 10-month PhD research stay, University of Alexandru Ioan Cuza of Iasi, Romania.
- 25/06/2018 - 29/06/2018 ERASMUS+ Staff Mobility, Faculty of philosophy and Social-political Sciences. University of Alexandru Ioan Cuza of Iasi, Romania.
- 07/10/2017 - 26/10/2017 Research stay, Department of Communication and Public Relations University of Alexandru Ioan Cuza of Iasi, Romania.
- 11/10/2016 - 10/11/2016 Research Stay, School of Education and Communication. Jonkoping University (Sweden). Activities:
 - ✓ Higher Seminar: Presentation of my PhD project.
 - ✓ Lecture to Sustainable Communication MA students, on : CSR Communication.

Other Trainings

- December 11-13, 2017 Training on Erasmus+ Program Capacity Building Projects. University of 8 May 1945, Guelma, Algeria.

Language Skills

- **Arabic:** Native speaker
- **French:** C1

- **English:** C1
- **Romanian:** A2

Computer & Digital Skills

- **E-learning platforms:** Google Meet, Big Blue Botton, Zoom, Moodle
- **Microsoft Office**
- **Data analysis:** SPSS, QDA Miner
- **Canva**
- **Davinci Resolve**

Hobbies

Traveling- Football- Jogging- Hiking-Cinema- Reading - Blogging